



MAR 16 2004 3:41PM CHRISTENSEN OCONNOR

SEP 03 2003 10:42 FR BL 16

NO. 6587 P. 7
TO 925 240779 R. 22/bi

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY

MS DOCKET NO. 3003314.01

ATTORNEY DOCKET NO. MSFT120206

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name;
I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: **SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT**.

the specification of which is filed herewith, unless the following box is checked:

was filed on _____ as US Application Number _____ or PCT International Application Number _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

Foreign Application(s) and/or Claim of Foreign Priority
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of my foreign application(s) for patent or inventor's certificate, or 365(b) of any PCT International application which designated at least one country other than the United States of America, listed below, and I have also identified below any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES: <input type="checkbox"/> NO: <input type="checkbox"/>

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with Customer No. 26389 to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

David Bartley Uppenkamer, Reg. No. 35499	Martin L. Shively, Reg. No. 33553	Ronald O. Zink, Reg. No. 35744
Patricia E. Barnes, Reg. No. 37038	Stacy Quan, Reg. No. 38760	Jeffrey L. Ranck, Reg. No. 38590
Michael W. Bodnarowski, Reg. No. 28692	John Weresh, Reg. No. 32322	Lee E. Johnson, Reg. No. 22,946
Gary S. Kindness, Reg. No. 22,178	James W. Anable, Reg. No. 26,827	James R. Uhlir, Reg. No. 25,096
Jerald E. Nagle, Reg. No. 29,418	Dennis K. Shelton, Reg. No. 26,997	Jeffrey M. Sakai, Reg. No. 31,059
Ward Brown, Reg. No. 28,400	Robert J. Carlson, Reg. No. 35,472	Rodney C. Tullett, Reg. No. 34,034
David K. Tautvydas, Reg. No. 36,077	Maria L. C. Andersen, Reg. No. 40,574	George E. Renzoni, Ph.D., Reg. No. 37,919
Philip P. Mann, Reg. No. 30,960	George S. Farber, Reg. No. 41,497	Kevan L. Morgan, Reg. No. 42,015
John D. Denkenberger, Reg. No. 44,069	Melanie J. Seelig, Reg. No. 44,328	

Send Correspondence to:

Direct Telephone Calls to:

Customer No. 26389
Contact Name - Scott Y. Shigeta
Firm Name - Christensen O'Connor Johnson Kindness PLLC
Firm Address - 1420 Fifth Avenue, Suite 2800
City, State, and Zip - Seattle, WA 98101-2347

Contact Name - Scott Y. Shigeta
Contact Phone No. - 206.695.1722

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT," as described and claimed in the specification forming part of an application for United States letters patent executed by Nicholas Simons on 9/2/03; Matthew Charles Gauthier on 9/2/03; Alberto Swett on 9/2/03; Mitali Mudhumita Pattnaik on _____; Christopher Todd Seitzinger on _____; Andrew Kwatinetz on 9/2/03; and Glenn L. Frankel on _____;

WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at One Microsoft Way, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and

request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

9/2/03

Date

Nicholas Simons
Nicholas Simons

9/2/03

Date

Matthew Charles Gauthier
Matthew Charles Gauthier

9/2/03

Date

Alberto Sweit
Alberto Sweit

Date

Mitali Mudhunvita Pattnaik
Mitali Mudhunvita Pattnaik

Date

Christopher Todd Seitzinger
Christopher Todd Seitzinger

Date

Andrew Kwatinetz
Andrew Kwatinetz

Date

Glenn L. Frankel
Glenn L. Frankel

SYS:mgp

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY

MS DOCKET NO.3005314.01

ATTORNEY DOCKET NO. MSFT120206

I, below named inventor, I hereby declare that

a below named inventor, I hereby declare that my residence, post office address, and citizenship are as stated below next to my name: I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if several names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention titled: SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT.

a specification of which is filed herewith, unless the following box is checked:

was filed on _____ as US Application Number _____ or PCT International Application Number _____ and was amended on _____ (if applicable). I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

reign Application(s) and/or Claim of Foreign Priority I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) or any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified below any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119	
			YES	NO:

POWER OF ATTORNEY: I, a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with Customer No. 26389 to prosecute this application and to act in all business in the Patent and Trademark Office connected therewith.

David Hartley Eppenauer, Reg. No. 35499	Martin L. Shively, Reg. No. 35553	Ronald O. Zink, Reg. No. 25744
Patricia E. Barnes, Reg. No. 37095	Stacy Quinn, Reg. No. 33760	Jeffrey L. Ranck, Reg. No. 56590
Michael W. Bocianowski, Reg. No. 23692	John Weresh, Reg. No. 32322	Lee E. Johnson, Reg. No. 22,945
Gary S. Kindred, Reg. No. 22,175	James W. Amable, Reg. No. 26,827	James R. Uhlin, Reg. No. 25,096
Jerald E. Nagae, Reg. No. 29,416	Dennis K. Shelton, Reg. No. 26,997	Jeffrey M. Saked, Reg. No. 32,059
Ward Brown, Reg. No. 28,400	Robert J. Carlson, Reg. No. 35,472	Rodney C. Trellett, Reg. No. 34,034
Deiva K. Tautvydas, Reg. No. 36,077	Maria L. C. Anderson, Reg. No. 40,574	George E. Renzoni, Ph.D., Reg. No. 37,919
Philip F. Mann, Reg. No. 30,960	George S. Faber, Reg. No. 41,497	Kevan L. Morgan, Reg. No. 42,015
John D. Denkenberger, Reg. No. 46,060	Melanie J. Seelig, Reg. No. 44,328	

Direct Telephone Calls to:

Send Correspondence to:

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 Contact Name - Scott Y. Shigeta
 Firm Name - Christensen O'Connor Johnson Kindness PLLC
 Firm Address - 1420 Fifth Avenue, Suite 2800
 City, State, and Zip - Seattle, WA 98101-2347

Contact Name - Scott Y. Shigeta
 Contact Phone No. - 206.695.1722

MAR. 16. 2004 3:42PM CHRISTENSEN OCONNOR

NO. 6587 P. 12

TO TRL P.06

Date

Inventor's Signature

Citizenship: U.S.A.

Name of Inventor: Andrew Kwatinetz

idence: Seattle, Washington

Office Address: 2110 East Hamlin Street Seattle, WA 98112

Date

Inventor's Signature

Citizenship: U.S.A.

Name of Inventor: Glenn L. Frankel

idence: Seattle, Washington

Office Address: 3729 Bagley Avenue North, Seattle, WA 98103

Date

Inventor's Signature

2004P

Page 3 of 3

MSFTWord2003.DOC

P.06

TO 001206224079

FROM LONDON BUSINESS SCHOOL

00:00 08-SEP-2003

PAGE 12/19 * RCVD AT 3/16/2004 6:34:20 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-2/1 * DNIS:7464060 * CSID: * DURATION (mm:ss):03:56



MAR 16 2004 3:42PM

CHRISTENSEN OCONNOR

NO. 6587 P. 13

AUG 29 2003 16:01 FR BL 16

TO 521 248779

P. 02/04

PATENT APPLICATION
DECLARATION AND POWER OF ATTORNEY

MS DOCKET NO. 3003314.01

ATTORNEY DOCKET NO. MSFT120206

As a below named inventor, I hereby declare that:

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Michael W. Bocijnowski, Reg. No. 28692	John Wersch, Reg. No. 32322	Lee E. Johnson, Reg. No. 22,946
Gary S. Kindness, Reg. No. 22,178	James W. Anable, Reg. No. 25,827	James R. Ulitz, Reg. No. 25,095
Jerald E. Nagae, Reg. No. 29,418	Dennis K. Shelton, Reg. No. 26,997	Jeffrey M. Sakai, Reg. No. 32,059
Ward Brown, Reg. No. 28,400	Robert J. Carlson, Reg. No. 35,472	Rodney C. Tullett, Reg. No. 34,034
Daiva K. Trautvydas, Reg. No. 36,077	Maria L. C. Anderson, Reg. No. 40,574	George E. Renzoni, Ph.D., Reg. No. 37,919
Philip P. Mann, Reg. No. 30,960	George S. Ferber, Reg. No. 41,497	Kevan L. Morgan, Reg. No. 42,015
John D. Denkenberger, Reg. No. 44,060	Melanie J. Seelig, Reg. No. 44,328	

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City, State, and Zip - Seattle, WA 98101-2347

Contact Name - Scott Y. Shigeta
Contact Phone No. - 206.695.1722

MAR. 16. 2004 3:43PM CHRISTENSEN OCONNOR
AUG 29 2003 16:01 FR BLT 16

NO. 6587 P. 14
TO 927 240779 P. 03/04

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Nicholas Simons

Citizenship: Canada

Residence: Redmond, Washington

Post Office Address: 15006 N.E. 64th Street, Redmond, WA 98052

Inventor's Signature

Date

Full Name of Inventor: Matthew Charles Gauthier

Citizenship: Canada

Residence: Kirkland, Washington

Post Office Address: 12808 N.E. 100th Street, Kirkland, WA 98033

Inventor's Signature

Date

Full Name of Inventor: Alberto Swett

Citizenship: Ecuador

Residence: Redmond, Washington

Post Office Address: 10909 Avondale Road N.E., E-119, Redmond, WA 98052

Inventor's Signature

Date

Full Name of Inventor: Mitali Mudhurnita Pattnaik

Citizenship: India

Residence: London, NW1 6BA, United Kingdom

Post Office Address: 31 Clarence Gate Gardens, Glenworth Street

Inventor's Signature

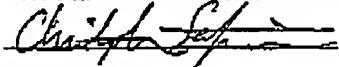
Date

Full Name of Inventor: Christopher Todd Seitzinger

Citizenship: U.S.A.

Residence: Duvall, Washington

Post Office Address: 16030 - 277th Place N.E., Duvall, WA 98019



8/29/03

Page 2 of 3

MSPT0206102M.DOC

MAR. 16. 2004 3:43PM CHRISTENSEN OCONNOR
AUG 29 2003 16:01 FR BL 16

NO. 6587 P. 15
TO 92 240773 P.04/04

Inventor's Signature

Date

Full Name of Inventor: Andrew Kwatinetz

Citizenship: U.S.A.

Residence: Seattle, Washington

Post Office Address: 2110 East Hamlin Street, Seattle, WA 98112

Inventor's Signature

Date

Full Name of Inventor: Glenn L. Frankel

Citizenship: U.S.A.

Residence: Seattle, Washington

Post Office Address: 3729 Bagley Avenue North, Seattle, WA 98103

Inventor's Signature

Date

SYSmgs

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Page 3 of 3

** TOTAL PAGE. 04 **



MAR 16 2004 3:43PM

CHRISTENSEN OCONNOR

NO. 6587 P. 16

SEP 10 2003 10:44 FR M1 SOFT RECEP #18 425 536 7329 TO 92 240779

P.02/07

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY

MS DOCKET NO.3003314.01

ATTORNEY DOCKET NO. MSFT120206

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Gary S. Kindness, Reg. No. 22,178	James W. Anable, Reg. No. 26,827	James R. Uhll, Reg. No. 25,096
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Philip P. Mann, Reg. No. 38,960	George S. Farber, Reg. No. 41,497	Kevan L. Morgan, Reg. No. 42,015
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Firm Address - 1420 Fifth Avenue, Suite 2600
City, State, and Zip - Seattle, WA 98101-2347

Contact Name - Scott Y. Shigeta
Contact Phone No. - 206.695.1722

MAR. 16. 2004 3:43PM CHRISTENSEN OCONNOR

NO. 6587 P. 17

SEP 10 2003 10:45 FR MIC IDFT RECEP #18 425 936 7329 TO 927 140779 P.03/07

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Nicholas Simons

Citizenship: Canada

Residence: Redmond, Washington

Post Office Address: 15006 N.E. 64th Street, Redmond, WA 98052

Date

Inventor's Signature

Full Name of Inventor: Matthew Charles Gauthier

Citizenship: Canada

Residence: Kirkland, Washington

Post Office Address: 12808 N.E. 100th Street, Kirkland, WA 98033

Date

Inventor's Signature

Full Name of Inventor: Alberto Swett

Citizenship: Ecuador

Residence: Redmond, Washington

Post Office Address: 10909 Avondale Road N.E., E-119, Redmond, WA 98052

Date

Inventor's Signature

Full Name of Inventor: Mitali Mudhumita Pattnaik

Citizenship: India

Residence: London, NW1 6BA, United Kingdom

Post Office Address: 31 Clarence Gate Gardens, Glentworth Street

Date

Inventor's Signature

Full Name of Inventor: Christopher Todd Seitzinger

Citizenship: U.S.A.

Residence: Duvall, Washington

Post Office Address: 16030 - 277th Place N.E., Duvall, WA 98029

Date

Inventor's Signature

Page 2 of 3

MS-T22061024.DOC

MAR. 16. 2004 3:43PM CHRISTENSEN OCONNOR

SEP 10 2003 10:45 FR MJ SOFT RECEP #1B 425 935 7329 TO 925 240779 P.04/07

NO. 6587 P. 18

Full Name of Inventor: Andrew Kwatinetz

Citizenship: U.S.A.

Residence: Seattle, Washington

Post Office Address: 2110 East Hamlin Street, Seattle WA 98112

Date

Inventor's Signature

Full Name of Inventor: Glenn L. Frankel

Citizenship: U.S.A.

Residence: Seattle, Washington

Post Office Address: 3729 Bagley Avenue North, Seattle, WA 98103

9/8/03

Glenn L. Frankel

Date

SYSungp

Page 3 of 3

MSFT20061026.DOC



File No.: MSFT-1-20206

Date: 9/10/03
Nonprovisional

Atty/Secy: SYS:mgp

Applicant(s): N Simons et al.

Title: SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT

The following have been received in the U.S. Patent and Trademark Office on the date stamped hereon via Express Mail No. EV 315 828 366 US:

Check No. 150740 for \$1,062.00

Transmittal Letter (2 pages) in duplicate

Specification, excluding claims (24 pages)

54 Claims (4 pages)

Abstract (1 page)

12 Drawings (Figs. 1-11) (12 pages)

Combined Declaration and POA (12 pages)

Assignment Recordation Sheet (1 page)

Assignment (12 pages)

Request and Certification for Nonpublication (1 page)

Information Disclosure Statement w/ 4 references CHAS. LINDSAY, J. KENNEDY
JOHNSON KINDNESS PLLC22278 U.S. PTO
10/658943
09/10/03PROCESSED
CLIP DOCKETING

SEP 17 2003

COPY